

## BOOK REVIEWS

*Quality of Management Education : The Challenge of Changing Scenario*, P.P. Arya and Suresh K Chadha (eds.), Deep & Deep Publications, 2005.

The book edited by PP Arya and Suresh K Chadha contains fifty five articles on different aspects of challenges faced by the management education in India today. The contributions touch upon issues ranging from the quality of education, its changing face, current challenges, and mushroom growth of institutions to ethics and governance issues.

The challenge of change is critically addressed by a piece by Satya Prakash Singh, the first article in the book. Tandon and Angirash talk about means of improving the quality of management education. They emphasize the change in mindset and restructuring of the education system. Contributions on changing scenario of the education point out limitations of the present system in India and call for redesigning the course curriculum, training, student exchange programme, dedicated teachers, ISO certification etc.

Bhalla et al in their paper talk about commodification of B-schools. The paper argues that the blind copying of the western model in management education in India has resulted in imbalances in many dimensions. There is no balance between theoretical rigour and practical applications. The paper gives some directions as to how the quality issues in Indian management education can be addressed.

An article by Sanjeev Chadha traces the changing scenario of management education in India. He starts with the origin and development of management education and the debate on the nature of management as a discipline in terms of its being science or art. In the advent of technological change and organizational change the author discusses the factors ailing management education. Reports of some expert committees are also discussed. The article concludes with survival tips for ailing B-schools, especially those within the university setup.

A review of the quality of research in management is presented by P. P. Arya and Yesh Pal. Emerging areas of management that merit attention like health care, rural development, societal management etc. are discussed by Usha Arora and Neelam Suneja.

The issues related to job perspectives are also discussed in some of the articles. The piece by Suveera Gill deals with management education in the knowledge economy. She discusses the avenues available in a knowledge economy for management education to recognize and incorporate in its curriculum. A SWOT analysis of management education in India is done by Meenaskhi Malhotra and Sonia Mangla. They conclude by saying that for building transformational new age leaders, the B-

schools in the country must enhance IQ, EQ, and MQ of their students. Going beyond Lecturing...by Harmeen Soch and Rupali Bey gives an interesting account of lecturing versus experiencing. Experiential learning is emphasized to overcome limitations of mere lecturing.

Few papers in the volume touch upon issues related to internationalization of management education in the global era. P K Vasudeva in his paper discusses issues related to GATS implementation in the education sector. He is of the view that this is a bold step towards free flow of knowledge across the globe and enhancement of intellectual capabilities. Ruchi Trehan in her article traces new paths in management teaching. She discusses three modes of studies i.e. aircraft mode, engineering mode and academic/scientific mode. She also points out the darker side of the management education in India today and also calls for a new direction in the coming years.

An interesting paper by Rishi Raj Sharma and Avneet Mann provides the readers with a vedic perspective of management education. The vedic concepts of trinity, motivation and leadership are discussed at length. Critical issues riddled with management today and the vedic remedies are discussed too. Rest of the papers highlight skill upgradation issues, teaching tools, distance learning, governance of management schools etc.

The volume is a good attempt in bringing together issues of importance to management education in India. The book will be of immense value to students, teachers and to the general reader.

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